



**CASI**  
Canadian Agri-food  
Sustainability Initiative

**IDAC**  
Initiative de durabilité  
agroalimentaire canadienne

# **Sustainability Standards: Expectations for Canadian Agriculture and the Way Forward**

Workshop Information Package  
February 1, 2022





## ABOUT CASI

Requirements to meet sustainability assurance standards are becoming increasingly common in the agri-food sector. With multiple standards, tools, and programs emerging, an opportunity exists to create synergies to reduce duplication of efforts and enable agricultural producers to provide evidence of sustainable production practices through a whole farm and whole value chain approach.

The vision of CASI is to develop an online platform to serve as a hub for sustainability programming in the Canadian agri-food sector. Under the direction of a multi-stakeholder Governance Committee, CASI will facilitate knowledge sharing of agriculture and agri-food sustainability standards and will work towards the development of an online platform that will streamline sustainability reporting for producers.

CASI will be a place for Canadian farm businesses to communicate the good work taking place on farm and enable stakeholders to access aggregated sustainability data from the Canadian agricultural sector that can drive continuous improvements.

*“The Canadian Federation is excited to lead the development of the CASI platform to reduce duplication of efforts and reporting requirements for farmers to get credit for existing efforts. This central hub for sustainability programming will support Canada’s reputation for high-quality, sustainably produced agri-food products.”*

- Mary Robinson, President, CFA

## WE WANT TO LEARN TOGETHER

At this workshop, we will hear first-hand about industry experiences in meeting sustainability assurance programs. Attendees will learn about the complexities of meeting global sustainability standards and why this is important for the continued success of the Canadian agri-food supply chain.

Through facilitated dialogues and group discussion, we want to learn together how Canadian agriculture can forge a collaborative path forward to meet market demands for sustainability assurance.





# AGENDA

## **Sustainability Standards: Expectations for Canadian Agriculture and the way Forward**

February 1, 2022, via videoconference

<b>Time (EST)</b>	<b>Activity</b>
11:00 am	<b>Welcoming Remarks</b> Bronwynne Wilton, Wilton Consulting Group
11:15 am	<b>Keynote Speaker</b> Nadia Theodore Senior Vice President, Global Government and Industry Relations Maple Leaf Foods
11:30 am	<b>Dialogue: Global Sustainability Trends</b> Cher Mereweather, Anthesis Provision David McInnes, Canada's National Index on Agri-food Performance  Moderated by Paul Uys, University of Guelph
12:00 pm	<b>Industry Experience Panel</b> Dennis Rogoza, Canadian Canola Council (Rogoza Consulting Group) Harvey Bradford, Field to Market Canada (Serecon) Holly Jones, Agropur John MacQuarrie, Cavendish Farms  Moderated by Darlene McBain, Farm Credit Canada
12:50 pm	<b>Closing Discussion</b>
1:00 pm	<b>Adjourn</b>



## MEET THE SPEAKERS: KEYNOTE



### Nadia Theodore

Senior Vice President, Global Government and Industry Relations, Maple Leaf Foods

Ms. Theodore is Senior Vice President, Global Government and Industry Relations with Maple Leaf Foods. In this role, Ms. Theodore leads Maple Leaf Foods' global government relations and public policy functions, collaborating across the organization in developing and implementing the company's government and industry relations strategy.

Prior to joining Maple Leaf Foods, Nadia spent over 20 years in the Canadian federal public service where she built a reputation for forging strong partnerships with government and business leaders, managing complex, priority trade files and leading multi-disciplinary teams. She has held senior leadership roles on several international trade negotiations and, directly prior to joining Maple Leaf Foods, served as Canada's Consul General to the Southeast USA, based in Atlanta. Ms. Theodore is a proud contributor to organizations committed to empowering people and culture. She has served as a Carleton University Alumni Mentor, as a Global Advisor with G(irls)20 and on the Carter Center Advisory Board.

Ms. Theodore holds a Bachelor of Arts in Political Science, a Master of Arts in Political Science, both from Carleton University, and a Bachelor of Laws from University of London.



# MEET THE SPEAKERS: DIALOGUE ON GLOBAL AGRI-FOOD SUSTAINABILITY TRENDS



## **CHER MEREWETHER** **CEO, Anthesis Provision**

Cher is one of Canada's leaders in food and beverage industry sustainability. She has dedicated her 20-year career to enabling food and beverage companies to embrace sustainability, purpose and circularity in order to create a more resilient food system, one company at a time.

Before founding Provision Coalition Inc., now Anthesis Provision, Cher's career included time with the Guelph Food Technology Centre (now NSF International) where she established and directed the Sustainability Consulting Business Unit, and executive positions in environmental economics and policy with the Canadian agri-food think tank, the George Morris Centre. Cher holds a Bachelor's degree and Master's degree in Environmental Economics and Policy and is certified in both project and change management. Cher has also been awarded the Canadian Grocer Generation Next award for her leadership, innovation and excellence in sustainability within the food and beverage industry.



## **DAVID MCINNES** **Coordinator, National Index on Agri-food Performance**

As Principal of DMci Strategies, David is a strategic advisor, speaker and facilitator on change and opportunity facing the Canadian and global food system.

As part of this role, he has initiated and is currently leading a private-public coalition of nearly 75 partners to develop Canada's first agri-food sustainability index, the National Index on Agri-Food Performance – a novel tool to affirm Canada's sustainability leadership and progress. David is the Coordinator of this initiative.

David is a Member of the Agricultural Research Institute of Ontario (ARIO), a Governance Committee Member of the Canadian Agri-Food Sustainability Initiative (CASI), an Arrell Food Fellow with the Arrell Food Institute at the University of Guelph, an Affiliate of McGill University's Institute for Global Food Security, and a Global Advisor for Nova Scotia Business Inc. He has also been a Senior Fellow of Canada 2020 (an Ottawa-based think tank) and a Contributing Editor of The Economist Intelligence Unit.

David is a former President & CEO of the Canadian Agri-Food Policy Institute and has held executive positions with MDS Nordion, a Canadian-based global life sciences company. He has worked for the Canadian Bankers Association, Scotiabank and a Royal Commission on the economy. He is a former Chair of WaterAid Canada and Trustee of London-based WaterAid International. He is a graduate of the London School of Economics and Dalhousie University.



## **PAUL UYS**

### **Director, External, Ontario Agricultural College, University of Guelph**

Paul is a retired executive with over 40 year's global retail experience specializing in brand creation, food product development and sourcing. During his 25 years at Loblaw Companies, he headed their "own brands" product development & innovation departments and, in his latter days, spearheaded its sustainable procurement initiatives. After retiring from Loblaw, he became Director, External; OAC at the University of Guelph. He is currently Co-Chair of Canada's Agri-food Sustainability Initiative (CASI) and Past-Chair of Birds Canada, Canada's national ornithological society. Internationally, he is a Trustee on the Board of the Marine Stewardship Council (MSC). He also sits on the "International Panel of Experts on Sustainable Food" (iPES-Food). In 2014, he was awarded an Honorary Doctorate in Laws by the University of Guelph in recognition of "Innovation brought to the Canadian Food Supply System & acknowledging leadership in Sustainability".



## MEET THE SPEAKERS: INDUSTRY EXPERIENCE PANEL



### **DARLENE MCBAIN**

#### **Manager of Industry Relations, Farm Credit Canada**

Darlene McBain is manager of industry relations at Farm Credit Canada (FCC). She works closely with various partners, associations and stakeholders to further help grow the agriculture and food industry across Canada. Born and raised on a poultry farm outside of Quebec City, Darlene has first-hand knowledge of the work and dedication that goes into a successful farm operation. She has worked in the agriculture and agri-food industry for more than 20 years and is passionate about food, business strategy, relationship building, and coaching. Darlene is an active board member for the Canadian Centre for Food Integrity. She also sits on the governance committee of the Canadian Agri-food Sustainability Initiative and hosts the FCC Knowledge podcast.



### **DENNIS ROGOZA**

#### **Advisor, Sustainability Canola Council of Canada**

Dennis is the President of Rogoza Consulting Group, which provides a variety of marketing, business strategy and program services to public agencies and private companies in Canada, the US, and the EU. The company has had a strong 20-year focus on low carbon projects and markets.

As the Advisor, Sustainability, to the Canola Council of Canada, Dennis has led the effort to respond to and resolve the US Environmental Protection Agency's (EPA's) RFS 2 regulations (which originally excluded canola as an approved renewable fuel pathway) by working with the US EPA, Canadian Government officials, trade associations, industry, and US legal counsel.

For the last ten years, Dennis has played a leading role in positioning the canola industry to respond to new regulated sustainability requirements in Europe which govern canola exports from Canada for the EU biofuels market. This entailed meeting with EU officials, establishing strong working relationships with the German-based ISCC certification system, and working with the Canadian supply chain to ensure it can satisfy the sustainability requirements of the EU. Dennis is the co-chair of ISCC's North American Advisory Committee. In recent years, about a billion dollars of canola per year have been exported to the EU under the ISCC sustainability certification system with about 5,000 growers participating in western Canada.

More recently, Dennis has been working with the California Air Resources Board (CARB) on issues related to canola Carbon Intensity numbers and sustainability.



**HARVEY BRADFORD**  
**President, Field to Market Canada**

Harvey serves as the President of Field to Market Canada and has led the transition from its former role as the Canadian Field Print Initiative (CFPI) to its current collaboration with Field to Market (US).

In addition to this role, Harvey is also a Senior Consultant at Serecon Inc. He has considerable experience at various levels of the agricultural sector from having spent time with Canada's diplomatic mission to the World Trade Organization in Geneva, the Food and Agriculture Organization (FAO) in Rome, and the Office of Agricultural Affairs at the U.S. Embassy in Ottawa. Among other designations, he also holds a Master's degree in Agricultural Economics.



**HOLLY JONES**  
**Director of Sustainability, Agropur**

Holly Jones leads global sustainability strategy and implementation for Agropur's Canadian and US operations. Agropur is one of North America's largest dairy processing companies and top 20 in the world, delivering award-winning cheeses such as feta, cheddar and mozzarella, and innovative whey protein applications for the health and nutrition industry. Agropur is the manufacturing engine behind many renowned multinational food and beverage companies and serves 62 countries from its offices in Appleton, Wisconsin, Montreal, Geneva, Mexico City and Shang Hai.

Prior to joining Agropur, Holly served as the Sustainability Director at the El Salvador Business Council for Sustainable Development, where she supported the sustainability journey of several industries including construction, textiles, chemicals and finance. Holly holds a Master's degree from Harvard University in Corporate Sustainability & Environmental Management.



**JOHN MACQUARRIE**  
**Director of Environmental Sustainability, Cavendish Farms**

Since 2017, John has been the Director of Environmental Sustainability for Cavendish Farms. In this position, John supports Cavendish Farms with the development of sustainability policies and enjoys working with organizations focused on bridging the sustainability gap between producers and consumers. He is on the Canadian Agri-food Sustainability Governance Committee and is the Past Chair of the Potato Sustainability Alliance. This roundtable focuses on defining, measuring and advancing potato sustainability using robust metrics to drive improvements in productivity and profitability while protecting the environment.

John has worked with the Government of Prince Edward Island in various positions, including Deputy Minister positions in departments of Agriculture, Environment and Transportation and Energy. John has an M.Sc. (Agriculture) from McGill University.



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